

get happy!

WITH WILMER'S CUSTOM LABEL PROGRAM
Lower pricing, more cash back!



Come on, get happy!
Request our new retail and net price guides. Then start spreading the cheer AND **earn \$10** for each order!

What does it take to make people happy today?
How about lower label pricing?
Or fast turnaround times? Would cash back sales rewards put an extra spring in your step?

The Wilmer Custom Label Program brings a smile to everyone's face. That's because we offer the service and pricing that keep you and your customers satisfied and coming back for more:

- **New lower pricing** now available
 - **Earn \$10** for each order
 - **Quick turnaround time** – orders produced in 48 hours or less
 - **Fast delivery** – our central location means most orders arrive within 3 days of shipping
- Our selection is a joy, too:**
- **Labels for every industry, A-Z.** Visit 4wilmer.com/custom-label-sales-sheets to view the A-Z Label Guide
 - **Available for every application under the sun** - product labels, promotional labels, mailing and shipping labels, window decals, coupons, and more
 - **Choose from specialty printing like custom ink, foil, embossing, to name a few**
 - **All shapes, sizes and stocks**
 - **Consecutive number, barcodes & variable data printing** also available



Capitalize on Travel Trends

What's trending in travel in 2017 can bode well for business with your hospitality customers. For example, according to Forbes.com, there's a boom in "bleisure" travel – employees combining business and pleasure travel by adding extra days and family members to their trips to maximize their time away. Millennials are booking more travel getaways, too, but many are minding their budgets by enjoying trendy destinations closer to home.



With the travel season warming up, now is the perfect time for hospitality providers to stock up on presentation folders to present guests their best in customer service. From in-room information and guest services packets to key card holders, these marketing tools help hotels, resorts, spas, casinos and destination venues project the right brand image.

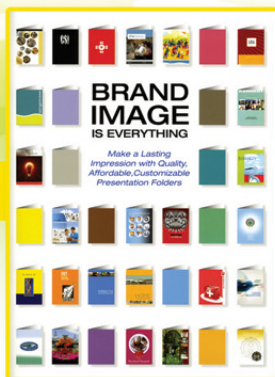
Affordable, and customizable, Wilmer Presentation Folders are ready in as quickly as seven business days from proof approval. Choose from these products in a wide range of paper colors and foil options:

- **Key Card Folders**
 - 3 1/2" x 6" standard
 - choice of one or two pockets
 - horizontal key slit
 - customize with a number of stock and imprint options
- **Gift Card Sleeves**
 - 3 3/4" x 2 1/2" standard
 - single sleeve, thumb cut
- **Standard Presentation Folder**
 - 9" x 12 "classic two panel
 - choice of one or two pockets
 - choice of reinforced side(s)
 - choice of double scored backbone for additional capacity



Get the kit!

New Presentation Folder kits, including catalog, insert pages and swatch book, are now available! Contact Wilmer to request your kit – or a quote – today: call 888-567-7373, or email cs@wilmerfolders.com.



A SALUTE TO PSMAILERS

Made in America for every size business



The U.S. economy is showing healthy signs of recovery in the first quarter of this year. Businesses are picking up steam and so will demand for pressure seal systems that can help companies large and small process mailings and documents faster, smarter and more cost-effectively. Proudly manufactured in America, PSMailers offers a line of seven folder/sealer models including features such as:



- **Adjustable fold plates** – for best results
- **Batch counting, robust duty cycles** – to maximize output
- **Bottom feed technology and integrated conveyor output systems** – for easy operation

Pssst! PSMailers pay back

Not only will your customers easily maximize their return on investment, but YOU stand to gain, too! Each sale of a PSMailers machine is eligible for \$50 in Wilmer Rewards.

Now for a limited time earn 2x machine rewards. Yes, that's \$100 for each machine sold!



Go to 4wilmer.com/rewards.aspx for all the details.

Wilmer re-approved for State of Washington scripts

Effective March 1st, the state of Washington has updated their "seal of approval" that is applied to scripts from approved manufacturers. We are pleased to announce that Wilmer has received re-approval and will begin changing over our script stock in the coming months. Current stock with the old seal will still be valid and can continue being used. Every script written in the state of Washington must be on board approved scripts that meet the state's regulations (RCW 18.64.500).

Wilmer's State of Washington Rx pads include security features: chemical protection paper, scallop void pantograph, blue background, preprinted prescriber information, microprinting in border line, and security feature listing. Available in tamper-resistant pocket-size pads and books: 1-part 100/pad and 2-part, 50 sets/book. Two-color logo option available, too!

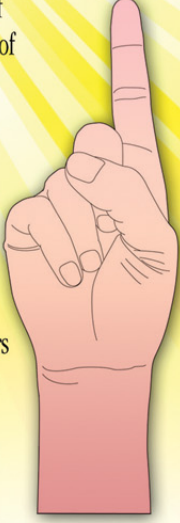


Doug's Dialog

By Doug Apple, Vice President and General Manager, Wilmer

Dealer Takes All

Since this is “The Year of YOU”, as we previously proclaimed in our winter issue of WilmerWorks, I would like to take a moment to acknowledge YOU, our dealers, for the vital role you play in the success of our organization. To all of our new dealers reading this: Welcome to the Wilmer team! We look forward to partnering with you to bring the best products, prices and services to your customers and leads. Our goal is to provide you with the many tools you need to succeed, from custom marketing materials to top-notch customer service. And to our long-time dealers: Thank you for your dedication, your ongoing business, and the confidence you have placed in Wilmer, enhancing our brand throughout the industry. It truly is a pleasure doing business with you every day.



I tell anyone who will listen that Wilmer Dealers are the best in the business. I would bet my last dime on it.



PO Box 2237
Dayton, Ohio 45401-2237

RETURN SERVICE REQUESTED



KINGMEDICAL

Paul Keely, owner of King Medical, isn't a physician, but he knows just what the doctor ordered when it comes to standing out in a field of competitors. Prior to purchasing King Medical with his wife Eileen 15 years ago, Paul owned a company that provided billing software to physician practices. His solid understanding of the business side of the healthcare industry provided valuable insights needed to meet the print and marketing needs of medical practices with his new venture. Paul owes the success of King Medical to knowing the anatomy of his customers' business, inside and out.



TRADE SECRETS

Hot tips from successful Wilmer Dealers

Dealer's Corner

“There are hundreds of choices for buying print, so you have to stand out with consistent performance. Our unique selling point is our thorough understanding of the healthcare industry, our comprehensive service offering, and our ability to use that knowledge to the customer's advantage. We strive to make things easier for them, advise on best practices, and find opportunities for them because we're familiar with their ecosystem. We organize and sponsor many healthcare trade and membership associations to get our name out there, and offer content on marketing-communications to highlight our unique expertise.

As a certified printer of prescription blanks in many states, Wilmer has been instrumental in helping us get a foot in the door with prospects and building our best new customers.”

Have a Trade Secret or success story you'd like to share with fellow dealers? Email us at wilmer@4wilmer.com



Hologram Laser Check Program outshines the others in security & quantities available

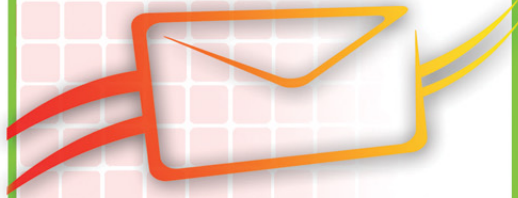
Security is priority #1 for customers choosing Laser Check products. Wilmer Hologram Laser Checks feature a minimum of 12 security features, plus these enhancements:

- **Optional three-dimensional foil hologram** fused onto check for added security
- **New quantities** – order up to 10,000
- **Custom imprint** with choice of color/panto
- **Scallop Void Panto** in 3 colors and check positions
- **Expanded selection** of laser compatible window envelopes

Preview hologram designs and our full line of laser products at 4wilmer.com. Enter “Laser Checks” in the Search bar.

ENVELOPES – A marvel in medicine

Envelopes are vital to the business of healthcare. They're part of every aspect of the business, from billing patients to filing claims with insurance companies. And every mailing typically contains a return envelope. The volume and types of envelopes used in the industry is a marvel in modern medicine!



You can capitalize on this phenomenon with your medical customers thanks to the full line of Wilmer envelopes. Whether it's small or large, self-seal or gum, no window, left windows, right windows, single windows or double windows we've got you covered. Even custom windows are no hassle here at Wilmer!

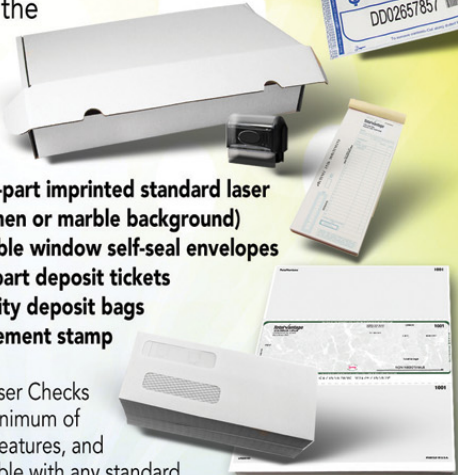
BONUS! Each new order of imprinted envelopes adds \$10 to your Wilmer Rewards card.

Give new businesses a JUMP START

Starting a new business can be overwhelming. Wilmer **Jump Start Laser Kits**, conveniently shipped in one box, contain the essentials to tackle the basics of doing business:

- 250 One-part imprinted standard laser checks (linen or marble background)
- 100 Double window self-seal envelopes
- 50 Two-part deposit tickets
- 10 Security deposit bags
- 1 Endorsement stamp

Standard Laser Checks include a minimum of 12 security features, and are compatible with any standard software package. To order Jump Start Kits, request: JUMPSTARTLKIT.



Wilmer Sales Reps

Name, Location & Phone Number

- Tom Jackson**.....800.497.8687
Portland, OR
- Bob Menker**.....800.408.2372
Dayton, OH
- Rick Osterholt**.....800.767.9979
Orlando, FL
- Bob Post**.....800.653.3622
Los Angeles, CA
- Eric Schroeder**.....800.983.8660
Chicago, IL
- Greg Stalker**.....800.767.5265
Atlanta, GA
- Jack Techtmann**.....866.765.5106
Philadelphia, PA
- Mark Travers**.....877.977.0085
Dallas, TX

Strategic Dealer Consultants

- Mark Christian**.....937.972.7461
Dayton, OH
- Rhonda Perry**.....614.949.0685
St. Petersburg, FL
- Dan Wilson**.....714.604.6833
Orange, CA

How to Reach Wilmer Customer Service

- Customer Service **800.4WILMER**
- Phone/Fax.....800.494.5637
800.553.4849 fax
- Presentation Folders...888.567.7373
866.902.6978 fax
cs@wilmerfolders.com
- Labels.....cs@wilmerlabels.com
800.443.8847
- Email.....wcs@4wilmer.com
(customer service)
wilmer@4wilmer.com
(marketing)
artwork@4wilmer.com
(artwork files only)
- Website.....4wilmer.com
- Mail Order Requests...Wilmer
515 W. Sycamore St.
Coldwater, OH 45828
- Email Invoicing.....wcs@4wilmer.com
Requests
- Wilmer online portal.....yourwilmer.com

Win with Wilmer - easy as 1-2-3

How easy is it to earn cash back on your reloadable, prepaid Wilmer VISA® Rewards Card?



All it takes is 3 steps:

1. Be an active Wilmer Distributor
2. Place an order for a qualifying product
3. Complete and submit the Wilmer Rewards coupon with your order

If you are not already participating in the 2017 Wilmer Rewards program, go to 4wilmer.com/rewards or call 800-494-5637 for more information.

Don't wait...start winning!

Visit 4wilmer.com/rewards for details or call 800.4WILMER (800.494.5637)